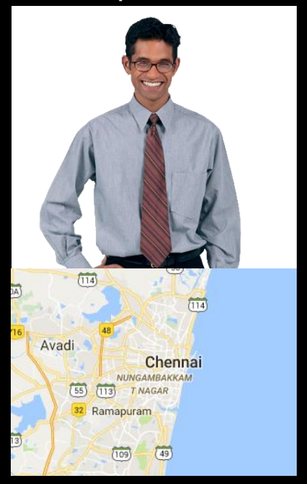
Pradeep (CHENNAI)



Pradeep sees a job on Github for "Ruby Developer" in Intercom.

He googles "Intercom", checks "Cork" on Wikipedia & emails friends in Ireland & UK.

After applying, he does a first interview via Skype & is then invited for a face-to-face interview in Cork.

After he returns home, he is offered the job - & accepts.

PERSONAL JOURNEY

Quits job
Ends apartment lease
Buys plane tickets
Etc etc

Looks online for flat in Cork
Searches for local schools
Arranges freight
Etc etc

Starts job
Opens bank account
Prepares for family to come
Etc etc

All done! (Till next year)

OFFICIAL JOURNEY

Applies for employment permit — Done

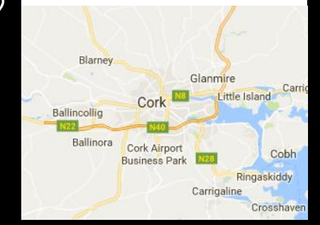
Applies for employment visa — Done

Prepares to cross border — Done

Registers with immigration — Final hurdle

Intercom (CORK)

Intercom™



DISCOVER

Inform & prompt/remind Pradeep that he needs to register (& why) - & what he can expect

Example, GNIB card helps with opening a bank account & other "life-in-Ireland" stuff

For WEBSITE:
-What breadth & depth of content?
-What tools & content features?

Registration 101
- "It's the law"
- Benefits of doing
- Penalties of not

Changes & updates
- Announcements etc

Detail & policy
- Conditions
- Law & regulations

ENGAGE

Help Pradeep to register (via a minimally complex system) with predictable processes, logistics, costs - & outcomes

Include translation feature & email address for website

Dublin = Online appointments

Elsewhere = Online office finder

Who & what
- 1st time
- Renew
- Change
- Other

Are you ...
- Working? - Family?
- Student? - Other?

OK, here's what you need to do...

How & when
- Process
- Logistics
- Costs

What to expect when you visit the office...

Fingerprints, interview, photos, duration, etc

Detail & policy
- Conditions
- Law & regulations
- Stamps explained

MANAGE

Provide Pradeep with a roadmap for ongoing compliance, changes (if needed) - & a means for help/recovery

Application outcome
- Success vs. failure
- Letter of appeal?

Your-life-in-Ireland
-"Success. CU next year!"
- "5+ years. Long term residence?"
- "If your life changes..."

Support & help
- Lost card
- Other difficulties

Use **Service Design** principles to support journey? Push & Pull.

Use many channels to ensure Pradeep **cannot** fail at final hurdle.

	VISA	BORDER	PERMISSION	REGISTRATION	
status CREATOR				The Minister oversees this thing called "registration"	
May be same					
status GIVER				Registration is managed by a **garda** in a Garda station	
institutional STATUS				By registering you become a "**registered**" person	
May be same					
status ACT				You become a "registered" person when the garda presses '**ENTER**' on the computer keyboard on GNIB system	
May be same					
status INDICATOR				Your **Certificate of Registration** (plastic card) shows that you are a "registered" person	
status APPL/HOLDER				A person with **permission**	

May be same